

FILE

NOV 18 1946

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**FASHION CALENDAR**

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44 WEST 52nd STREET

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NEW YORK 19, N.Y.

El dorado 5-3693



# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 15, 1946</u>			
Just Opened	CHRISTMAS FEATURE: CHILDREN'S "DOLL TOWN"	JOHN WANAMAKER	TOY DEPARTMENT SECOND FLOOR
	Special Christmastime exhibit -- a group of miniature houses with facades painted in soft greens, pinks, yellows and blues, made to look like real two-story houses with shingled roofs, chimneys and window, door and grillwork effects. These houses are over nine feet high, and in each resides a doll family. Publicity: Florence O'Keefe, ST. 9-4700, Ext. 681.		
Just Issued	SPRING WOOLEN AND RAYON CARDS	TEXTILE COLOR CARD ASSOCIATION OF THE U.S.	200 MADISON AVENUE
	Spice, copper, apricot and orange-tinted hues are strongly emphasized in the regular editions of the 1947 Spring Woolen and Rayon Cards, just issued by the Textile Color Card Association to its members. Contact: Margaret Hayden Rorke, Managing Director, Textile Color Card Association, CA. 5-5881.		
Now Going On	OPENING OF TOP SHOP	JAMES MCCREERY & CO.	6TH FLOOR
	Opening of Top Shop for the Christmas season, featuring a miniature C & O railroad, in addition to the usual Santa Claus. Publicity: Alice Hutton, WI. 7-7000.		
Friday Nov. 15 7:00 P.M.	ANNUAL DINNER OF ADVERTISING WOMEN	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
	"Export Advertising and its New Responsibility to U.S. Foreign Policy" will be discussed by C. D. Jackson, Vice President of Time, Inc., and Managing Director of Time-Life International. Also, showing of "Operation Crossroads," the official Navy film on the Bikini experiments, introduced by Captain Robert S. Quackenbush, Jr., U.S.N. A newly-released, all color Navy film of "Test Able" and "Test Baker," done by a special Army-Navy Joint Task Force. Tickets: \$7.00 each. Contact: Advertising Women of New York, Inc., 47 West 34th St., WI. 7-5648.		
Friday Nov. 15	EXHIBIT: COLLECTION OF EUROPEAN VELVETS	METROPOLITAN MUSEUM OF ART	5TH AVE. & 83RD ST.
	Exhibition of a Persian carpet of the 16th Century, and a collection of European velvets recently presented to the Museum by the Samuel H. Kress Foundation. Open to public. Publicity: Lillian Green, RH. 4-7690.		
Friday Nov. 15; Nov. 18; Nov. 19	TRADE SHOWING OF SPRING COLLECTION	ETA	498 SEVENTH AVENUE SHOWROOM
	Eta will present her Spring collection to the trade at 10:30 A.M. on Friday, Nov. 15, Monday, Nov. 18, and Tuesday, Nov. 19. By invitation only. Publicity: Mildred Kaldor, BR. 9-9399.		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Friday Nov. 15	OPENING OF SPRING LINES The following members of the Formal Dinner and Wedding Dress Guild (all members of the N. Y. Dress Institute) will present their Spring Lines: AMERICAN BRIDALS ANDORA FROCKS, INC. BARBARA DANCE FROCKS BEAUTIME FORMALS BON RAY DANCE FROCKS NAT CANTOR FORMALS COLUMBIA JUNIORS DANSANT FROCKS Contact individual manufacturers.	FORMAL DINNER AND WEDDING DRESS GUILD DEBI DANCE FROCKS DUBARRY FROCKS, INC. GLAD MODES, INC. GEORGE JACOBSON, INC. HARRY KEISER, INC. DAVID KLEIN, INC. KOPP & WEINBERG LEE CLAIRE CO.	INDIVIDUAL NEW YORK SHOWROOMS MIRIAM MODES NITE CLUB FROCKS FRED PERLBERG, INC. PRE VUE DANCE FROCKS SEALOVE-BECKER WILL STEINMAN, INC. TOPPER FORMALS YOUNG MODES

Saturday Nov. 16 11:30 A.M.- 1:00 P.M.	ORIENTATION PRESENTATION FOR U. N. PERSONNEL A command performance for the personnel of the United Nations. "Mile" editors have evolved a lively one-and-one-half hour program designed to give these young women from other countries the key to living here...the key to working here... the key to good looks and they key to fashion--all within the \$2,000 net salary bracket of the average United Nations girl worker. Franklin Simon, Fifth Avenue specialty shop, will provide special fashions for the demonstration. Victor Vito will do the hairdos. Flowers by Irene Hayes. Attendance by invitation only. Contact: Frances Hughes, Special Projects Editor, MU. 3-8910.	MADemoisELLE MAGAZINE	HENRY HUDSON BALLROOM 361 WEST 57TH ST.
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WEEK BEGINNING MONDAY, NOVEMBER 18, 1946

Monday Nov. 18 1:00 P.M. Luncheon	EVENING FASHIONS AT LUNCHEON SHOW Presentation of cocktail, dinner and evening fashions for winter in town by Russeks Fifth Avenue. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publ.: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVE.	ST. REGIS HOTEL IRIDIUM ROOM
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Monday Nov. 18- Nov. 19 1:30 P.M.- 3:30 P.M.	PARENTS FORUM: YOU AND YOUR CHILDREN "You and Your Children", a free service and permanent project by Saks 34th, providing lectures and discussion periods for the community. Topic: "What Is a Good Home for a Child". <u>Monday, Nov. 18:</u> "The Pre-School Child" Speakers: Dr. Milton I. Levine, consultant to the Bureau of Child Hygiene, Dept. of Health; Eleanor Reich, Director of the Harriet Johnson Nursery School, and instructor, New School of Social Research. <u>Tuesday, Nov. 19:</u> "The School Child and Adolescent". Speakers: Dr. Milton I. Levine; Alice V. Keliher, Ph D., Assoc. Prof. of Education, N.Y.U. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH ST.	HOTEL PENNSYLVANIA
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Monday Nov. 18- Dec. 28	HOODS AND BONNETS ON EXHIBITION Head-hugging fashions in hoods and bonnets as they were worn in the 18th and 19th centuries, a comprehensive display of styles from the Traphagen Museum Costume Collection. Open to public, 9:00 A.M. to 5:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of Nov. 18	NATIONAL "AMERICAN KNIT" GLOVE WEEK Contest among stores to choose most effective promotional work for "American Knit" gloves. Contact: Claire Wolff, LO. 5-5978.	ASSN. OF KNITTED GLOVE & MITTEN MFRS.	THROUGHOUT THE COUNTRY
Tuesday Nov. 19 12:15 P.M. Luncheon	MONTHLY LUNCHEON MEETING "What is the Difference between the Functions Properly Assigned to Public Relations and those Assigned to Publicity?" will be discussed by William H. Baldwin, Baldwin & Mermey, Counselor; Tom Deegan, Public Relations Director, Abbott Kimball; Kalman B. Druk, Director of Research, Carl Byoir and Associates, Inc.; and W. Howard Chase, Public Relations Director, General Foods Corp. Price: \$2.00. Contact: Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	400 RESTAURANT 1 EAST 43RD ST.
Tuesday Nov. 19 12:30 P.M. Luncheon	LUNCHEON: "BUILD BUYERS OR BUST!" Sylvia F. Porter, Financial Editor of the New York Post and editor of a nationwide weekly newsletter on government finance, will discuss the financial and economic aspects of the coming Recession, emphasizing how a wise and enlightened advertising campaign to stimulate buying, planned now and initiated at the proper time, will do much to shorten the Recession. Price of luncheon: \$3.00. Reservations must be made by Saturday, November 16th. Contact: Mabel Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Tuesday Nov. 19 12:30 P.M.	ODETTE BARSIA TO DISCUSS LINGERIE Alma Kittchell will interview Odette Barsa, well known lingerie designer on her exciting new portrait collection. Publicity: Ann R. Silver Associates, MU. 2-8633.	ALMA KITCHELL PROGRAM	STATION WJZ 770 ON DIAL
Tuesday Nov. 19 12:45 P.M. Luncheon	PRESS SHOWING OF SPRING COLLECTION Luncheon showing for the press of new suits and coats from the current and advanced Spring collection of Molly, designer. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MOLLY	HOTEL PIERRE ROOF GARDEN
Tuesday Nov. 19 1:00 P.M. Luncheon	SHOWING OF CHRISTMAS GIFTS DURING LUNCHEON "Give My Best to the Family" -- Christmas gifts and fashion accessories for every member of the family. Also, a showing of children's clothes. Open to public. Press by invitation. For reservations, contact PL. 3-4600, Ext. 20. Fashion Show Director and Publicity: Mary Alice Rice, CI. 6-1790. Rits Carlton Publicity: Marion Morrison, PL. 3-4600.	GEORG JENSEN, INC.	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 19 4:00 P.M. Cocktails	NEW COTTONS FOR RESORT AND SPRING New cotton fashions for Resort, Spring and Summer by Jerry Parnis. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 19 5:00 P.M.	MALE-TESTED FASHION PARTY Cosmopolitan presents Junior Fashions for male approval. <u>By strict invitation only.</u> Show arrangement and publicity: Hinda Gould, CO. 5-7300.	COSMOPOLITAN MAGAZINE	STORK CLUB BLESSED EVENT ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 19 5:00 P.M.	EXHIBIT OF MODERN KITCHENS--PRESS SHOWING A. & S. will present an exhibit of modern kitchens on the banking floor of the Franklin Society for Home Building and Savings. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS	FRANKLIN SOCIETY 217 BROADWAY
Tuesday Nov. 19	BALENCIAGO GOWNS AT PERFUME SHOWING Eight gowns designed by Balenciago for the presentation of Dana's new French-style "20 Carat" perfume, will be presented at an invitation showing along with sixteen ensembles from Kresge's Costume Salon, styled and accessorized by Miss Frieda Howling, store stylist. Publicity: Marie R. Guthrie, Mitchell 2-8000, Extension 474.	KRESGE-NEWARK (715 BROAD ST.)	REGIMENTAL ROOM
Wednesday Nov. 20 1:00 P.M. Luncheon	PALM BEACH SHOWING OF FUR FASHIONS Dein-Bacher will present their luxurious Palm Beach furs during luncheon at the Waldorf. Open to public. Press by invitation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday Nov. 20 4:30 P.M.	DIAMOND FASHIONS--1947 PRESS PREVIEW Reporting the renewal of that artistic alliance--white diamonds and white metals, N. W. Ayer and Son, Inc., resumes the annual presentation (interrupted by war) of diamond jewelry for formal dress. The exhibitor will be Van Cleef & Arpels. Press by invitation only. Acceptances should be phoned to Gertrude Dale, CI. 6-0200.	N.W. AYER & SON, INC.	ST. REGIS HOTEL ROOF
Wednesday Nov. 20 5:00 P.M.- 7:00 P.M. Cocktails	MILLINERY FASHIONS: "WHAT'S AHEAD FOR SPRING" Hat fashions by leading uptown millinery designers, previewing Spring millinery in a showing of "What's Ahead for Spring." Master of Ceremonies: Arthur William Brown, well-known magazine illustrator. Show for Society of Illustrators and press by invitation only. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY FASHION BUREAU	SOC. OF ILLUSTRATORS 128 EAST 63RD ST.
Beginning Wednesday Nov. 20	SPRING PRINTS, CREPES, GABARDINES Vergaine will have a Spring showing of misses' daytime and cocktail dresses, designed according to a new theory of fashion value.. "Couturier Cut Without the Cost." Showing at 10:30 A.M. and 2:30 P.M. Attendance by appointment only. Contact: Howard Girouard, LO. 3-2550.	VERLAINE	45 WEST 45TH ST. SHOWROOM
Thursday Nov. 21 11:30 A.M.	PRESS SHOWING OF BEACHWEAR COLLECTION First New York showing of the beachwear collection of Rose Marie Reid, Canadian designer, who is now in Los Angeles. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	ROSE MARIE REID (CANADIAN DESIGNER)	HOTEL PIERRE ROOF GARDEN
Cancelled Nov. 21	THE TOILET GOODS ASSOCIATION LUNCHEON FOR BEAUTY EDITORS, ORIGINALLY SCHEDULED FOR THURSDAY, NOV. 21, AT 12:30 P.M., HAS BEEN CANCELLED.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 21 12:00 Noon Luncheon	PRESS SHOWING OF PARISIAN HANDKERCHIEFS First shipment since the war of handkerchiefs imported from Paris for national U. S. distribution, timed for Christmas gift selling. All this handkerchief stock will be available and in retail stores nationally by this date (Nov. 21). Luncheon at 12:00 noon sharp. Attendance by invitation only. Publicity: Jane Ellis, MU. 2-5250.	BLOCH FRERES, INC.	RITZ CARLTON HOTEL CRYSTAL ROOM
Thursday Nov. 21 2:30 P.M.	SPRING COLLECTION: DRESSES, COATS, SUITS Norris-Conti haute couture showing of dresses, coats and suits for Spring 1947, to be presented at 2:30 P.M. on Nov. 21, and from then on at 10:30 A.M. Attendance by appointment only. Contact: Mario Conti, NE. 8-2689.	NORRIS-CONTI (55 FLATBUSH AVE.)	HOTEL PIERRE COTILLION ROOM
Thursday Nov. 21 4:00 P.M.- 6:00 P.M. Cocktails	TILLETT-FULLER FABRICS PRESS PREVIEW Jim Tillett's original prints on cottons by Fuller Fabrics, to be shown in designs by Claire McCardell, Horwitz & Duberman, Fred Perlberg, Aquatogs, Cole of California and other leading houses. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	FULLER FABRICS	ST. REGIS HOTEL PENTHOUSE
Thursday Nov. 21 4:30 P.M. Cocktails	"THE BUTTON" FASHION PRESENTATION Showing of "The Button" will be given at cocktails, presenting a unique entertainment, centering around buttons as they effect fashions. Mind reading, magic and fun. Commentator: Vyvyan Donner. By invitation only. Publicity and show arrangements: Billie Gould, LA. 4-8773.	LIDZ BROTHERS COSTUMAKERS	HAMPSHIRE HOUSE COTTAGE
Saturday Nov. 23 10:30 A.M.	TRICKS FOR TEENS FASHION SHOW Winter fashions for teens by Saks 34th St. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH ST.	2ND FLOOR DEBUTEEN SHOP
Saturday Nov. 23 10:30 A.M.	TEEN-AGE FASHION PRESENTATION 'Round the clock teen wardrobe will be presented by Martin's. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S BROOKLYN	4TH FLOOR
Beginning Wednesday Nov. 25 10:30 A.M.	OPENING OF SPRING COLLECTION Showing of Monte-Sano's Spring collection at 10:30 A.M. daily. Attendance by appointment only. Contact: Monte-Sano, BR. 9-8663.	MONTE-SANO	21 WEST 46TH STREET
Monday Nov. 25 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW New fashions in hats for Winter and early Spring. Open to public. Press by invitation. For reservations, contact PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PETER BONDI	ST. REGIS HOTEL IRIDIUM ROOM
Monday Nov. 25 3:30 P.M.	PRESS SHOWING OF RESORT FASHIONS Lord and Taylor will present to the press a collection of new Resort clothes. Attendance by invitation only. Publicity: Alice Johnston, WI. 7-3300.	LORD AND TAYLOR	5TH FLOOR BIRD CAGE



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Monday Nov. 25 5:00 P.M.- 7:00 P.M. Cocktails	PRESENTATION OF MILLINERY ORIGINALS "Made-To-You Originals", a collection of new winter hats direct from Paris, plus an exciting group of original Spring creations will be presented to the press and leading socialites at an "at home" cocktail party, to introduce Georges Scholten, recently returned from a successful season in London, and Rene Teillard, favorite milliner to leading French stars and the Paris elite. Attendance by invitation only. Publicity: Joanne Leps, EL. 5-3148.	GEORGES-RENE (CHAPEAUX)	135 EAST 54TH STREET
Postponed Nov. 26	THE SHOWING OF TRIGERE'S NEW SPRING COLLECTION, ORIGINALLY SCHEDULED FOR TUESDAY, NOVEMBER 26TH, HAS BEEN POSTPONED TO MONDAY, DECEMBER 2ND.		
Tuesday Nov. 26 or Nov. 27 9:30 A.M. Sharp	"ICE BALLET" OF MOUTON FURS Press showing of Fashionrite Mouton Furs, presented by Russeks Fifth Avenue, at an "Ice Ballet" during breakfast on Tuesday, Nov. 26, at 9:30 A.M., if weather permits; otherwise on Wednesday, Nov. 27. Attendance strictly by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	RUSSEKS FIFTH AVENUE	FRENCH CAFE ROCKEFELLER PLAZA
Tuesday Nov. 26 1:00 P.M. Luncheon	"BAG FESTIVAL" AT LUNCHEON SHOWING New bags by Josef will be presented at a "Bag Festival" during luncheon. Open to public. Press by invitation. For reservations, contact PL. 3-4600, Ext. 20. Josef Publicity: Viola Shefer, PL. 3-3173. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	BAGS BY JOSEF (GOLD SEAL IMPORTERS)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 26 4:00 P.M. Cocktails	SECOND EDITION: "HAVE FUN" FASHION REVUE Press showing of second edition of the Everfast Fashion Revue "Have Fun". Attendance strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	EVERFAST FABRICS	WALDORF-ASTORIA LE PERROQUET SUITE
Nov. 28	THANKSGIVING DAY (Thursday)		
Thursday Nov. 28 10:00 A.M.- 11:45 A.M.	TRADITIONAL PARADE FOR THANKSGIVING The parade will start at 10:00 A.M. at 77th St. & Central Park West, down to Columbus Circle to Broadway and Macy's, with the beginning of the parade arriving at Macy's at 10:15 A.M. There will be 5 balloons, 16 floats, 6 bands, and over 600 people in the parade. Santa Claus will climax the parade on the final float, debarking at the store, and unveiling Macy's mechanical Xmas windows. Publicity: Herbert Warner, CH. 4-2000.	MACY'S NEW YORK	FROM 77TH ST. & CENTRAL PARK WEST
Monday Dec. 2 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Resort and Spring millinery by Cesar Rubio will be presented during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Cesar Rubio Publicity: Leonard MacBain, BO. 3-3490. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	CESAR RUBIO (40 EAST 52ND ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Dec. 2 4:30 P.M. Cocktails	PRESS PREVIEW: NEW COSMETIC DEPARTMENT Cocktail party for the press at opening of Ohrbach's cosmetics departments, located on street floor, and featuring their own brand merchandise in cosmetics and perfume. Attendance by invitation only. Publicity: Mark Klauser, AL. 4-1600.	OHRBACH'S UNION SQUARE	6TH FLOOR EXEC. CONF. ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Dec. 2	SHOWING OF SPRING COLLECTION Showing of Trigere's new Spring collection at 10:30 A.M. and 2:30 P.M. By appointment only. Contact: PL. 3-6778.	TRIGERE	29 WEST 57TH ST. ELEVENTH FLOOR
Week of Dec. 2	CALIFORNIA SPRING MILLINERY OPENINGS All members of the Los Angeles and Hollywood Millinery Guild will present new hats in California Spring Millinery openings. The Los Angeles houses will show in their own showrooms; San Francisco designers in the Biltmore Hotel. Special feature of the week: a fashion show presented by leading milliners of the two guilds at the Ambassador Hotel. Contact: Los Angeles-Hollywood Millinery Guild, 718 South Broadway, Los Angeles 14.	CALIFORNIA'S LEADING MILLINERY DESIGNERS	LOS ANGELES CALIFORNIA
Tuesday Dec. 3 11:00 A.M.	PRESS SHOWING OF SPRING MILLINERY Presentation of Walter Florell's new Spring Millinery at a showing for the press. (Buffet luncheon will be served). Attendance by invitation only. Contact: Miss Edith, PL. 5-0895.	WALTER FLORELL	29 EAST 53RD ST.
Tuesday Dec. 3 1:00 P.M. Luncheon	"BREATH OF SPRING" FASHION PRESENTATION Joseph Halpert welcomes the leading Fabric Creators with a "Breath of Spring" in a fashion presentation during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4600, Ext. 20. Halpert Publicity: Viola Shefer, PL. 3-3173. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	JOSEPH HALPERT	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Dec. 3 4:00 P.M. Cocktails	PRESS PREVIEW: "ONE WORLD OF FASHION" Press preview of Tula negligees, hostess pajamas and bridal sets, showing the most highly inspired Tula creations from two continents: New York--Hollywood versus Paris. Attendance strictly by invitation. Publicity and Show Promotion: Bille Gould, LA. 4-8773.	SAM LANDAU, INC.	HAMPSHIRE HOUSE COTTAGE
Tuesday Dec. 3 5:30 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: NEW DESIGNS FOR SPRING Cartier will present a special showing to the press of new designs and special creations for Spring. Attendance by invitation only. Contact: Dulcie M. Armstrong, PL. 3-0111.	CARTIER	5TH AVE. & 52ND ST.
Beginning Wednesday Dec. 4	OPENING OF SPRING COLLECTION Showing of Philip Mangone's Spring Collection. Attendance by appointment only. Contact: Philip Mangone, PE. 6-2204.	PHILIP MANGONE CO.	500 SEVENTH AVE. SHOWROOM
Wednesday Dec. 4 12:30 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Luncheon presentation for the Judson Health Center, with fashions by Maximilian, Stefan of John Walther Fabrics, and others. Tickets: \$6.00. Contact: Judson Health Center, 237 Thompson St., SP. 7-0683, or Hotel Plaza, PL. 3-1740. Publicity: Rosemary Sheehan, CI. 7-8060.	FOR BENEFIT OF JUDSON HEALTH CENTER	HOTEL PLAZA TERRACE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 4 12:30 P.M. Luncheon	NEW FASHIONS FOR RESORT AND SPRING Sydell will present suits, cocktail, dinner, and evening fashion for Resort and Spring, for benefit of Brooklyn Hebrew National Home. Hats to compliment each ensemble by Lenesta. Showing at 3:00 P.M. For tickets, contact Sydell, PL. 8-0892.	SYDELL GOWNS (666 FIFTH AVE.)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Dec. 4 1:00 P.M. Luncheon	TWEED FASHIONS AT LUNCHEON SHOW Presentation of the latest tweed fashions during luncheon at the Waldorf. Open to public. Press by invitation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	BRITISH TWEEDS INC. (727 MADISON AVENUE)	WALDORF-ASTORIA SERT ROOM
Monday Dec. 9 4:30 P.M. Cocktails	PRESS PREVIEW OF INTIMATE APPAREL Blackton-Fifth Avenue, Ltd. will hold a press reception in honor of the opening of their new 6-story building. Also, an informal fashion presentation of romantic intimate apparel. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	BLACKTON-FIFTH AVE. LTD.	398 FIFTH AVENUE
Tuesday Dec. 10 1:00 P.M. Luncheon	COTTON FASHIONS AT LUNCHEON SHOW The Cotton Shop will present new cotton fashions during luncheon. Open to public. Press by invitation. For reservations, contact PL. 3-4600, Ext. 20. Cotton Shop Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Dec. 10 1:00 P.M.- 5:00 P.M.	PRESS OPENING OF COSTUME INSTITUTE Press preview by invitation only, for the official opening of the Costume Institute at the Metropolitan Museum of Art, with a special exhibition of costumes shown in association with objects from all departments of the Museum, chosen to show sources of design. Members' preview will take place on the evening of Dec. 12. Exhibition will be open to the public on Friday, Dec. 13. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	83RD ST. & 5TH AVE.
Wednesday Dec. 11 1:00 P.M. Luncheon	CHRISTMAS GIFT SUGGESTIONS Town and Travel Wear will present "For Men Only" -- suggestions for Christmas gifts to please the women. Open to public. Press by invitation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	TOWN & TRAVEL WEAR LTD.	WALDORF-ASTORIA SERT ROOM
Wednesday Dec. 11 1:00 P.M. Luncheon	"CANDLELIGHT GLAMOUR FOR CHRISTMAS" Tula hostess gowns, negligees and bridal sets -- "Candlelight Glamour For Christmas" -- will be presented during luncheon. Open to public. Press by invitation. For reservations, contact: "Jack", Cotillion Room headwaiter, RE. 4-5900. Publicity for Sam Landau, Inc.: Billie Gould, LA. 4-8773. Hotel Pierre Publicity: Florence Lanthier, EL. 5-3644.	SAM LANDAU, INC.	HOTEL PIERRE COTILLION ROOM



MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Saturday PREMIERE: "THE CHASE" (Movie) GLOBE THEATRE, BROADWAY & 46TH STREET  
Nov. 16 United Artists' production, based on Cornell Woolrich's psychological murder mystery "The Black Path of Fear", with Michele Morgan, and Robert Cummings. Producer: Seymour Nebenzal. Director: Arthur Ripley. Gowns designed by Peter Tuesday. Publicity: Tess Michaels, BR. 9-7300.
- Sunday NATIONAL CRAFTS AND SCIENCE SHOW EXPOSITION HALL, MADISON SQUARE GARDEN  
Nov. 17- Mechanix Illustrated Magazine will sponsor the first annual National Crafts  
Nov. 24 and Science Show with home workshops, photography, model planes, model railroads, amateur radio, model coats and latest scientific developments. Contact: Fawcett Publications, 67 West 44th St., MU. 2-5534.
- Monday SECOND WEEK: METROPOLITAN OPERA, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH  
Nov. 18 Mon. Nov. 18 at 8:15 P.M. -- AIDA. Milanov, Thebom, Vinay, Moscona.  
Tues. Nov. 19 -- NO PERFORMANCE IN NEW YORK  
Wed. Nov. 20 at 8:00 P.M. -- TRISTAN UND ISOLDE. Traubel, Svanholm.  
Thurs. Nov. 21 at 8:00 P.M. -- BORIS GODUNOFF. Stevens, Pinza, Tucker.  
Fri. Nov. 22 at 8:00 P.M. -- OTELLO. Roman, Lipton, Ralf, Warren.  
Sat. Nov. 23 at 2:00 P.M. -- LAKME. Pons, Jordan, Jobin, Vaghi.  
Sat. Nov. 23 at 8:30 P.M. -- LA TRAVIATA. Albanese, Votipka, Pearce.  
Publicity: Margaret Carson, PE. 6-1200.
- Monday OPENING: "JOAN OF LORRAINE" ALVIN THEATRE, 250 WEST 52ND STREET  
Nov. 18 Playwrights' Company presentation of a play by Maxwell Anderson, starring Ingrid Bergman, with Sam Wanamaker, Romney Brent, Bruce Hall and Kenneth Tobey. Story is based on differences in interpretation given to the role of Joan of Arc by a star and her director. Director: Margo Jones. Costumes: Lee Simonson. Publicity: Bill Fields, CI. 5-7930.
- Tuesday OPENING: "THE FATAL WEAKNESS" ROYALE THEATRE, 242 WEST 45TH STREET  
Nov. 19 The Theatre Guild presents a new comedy by George Kelly, with Ina Claire, Madge Evans, Margaret Douglass, and Howard St. John. Directed by Mr. Kelly; production supervised by Lawrence Langner and Theresa Helburn. Scenery: Donald Oenslager. Costumes: Bianca Stroock. Curtain at 8:00 P.M. Publicity: Joe Heidt, CO. 5-6180.
- Tuesday PREMIERE: "THE RAZOR'S EDGE" (Movie) ROXY THEATRE, 7TH AVE. & 50TH STREET  
Nov. 19 Gala premiere of the 20th Century-Fox production of W. Somerset Maugham's best-selling novel about a man's search for God. Stars Tyrone Power, Gene Tierney, John Payne, Anne Baxter, Clifton Webb, and Herbert Marshall. Producer: Darryl F. Zanuck. Director: Edmund Goulding. Costumes: Oleg Cassini. Publicity: Jeanette Sawyer, CI. 6-0950.
- Tuesday OPENING: "ICE FOLLIES OF 1947" MADISON SQUARE GARDEN, 307 WEST 49TH  
Nov. 19- Eleventh annual edition of the Shipstads and Johnson Ice Follies, with  
Dec. 1 classic and comedy skating by Roy Shipstad, Evelyn Chandler, Frick and Frack, Mae Ross, Hazel Franklin, Barry Green and others. Matinees on Sundays. Prices: \$1.50-\$5.00. Contact: CO. 5-6800.
- Thursday OPENING: "IF THE SHOE FITS" CENTURY THEATRE, 7TH AVE. & 59TH ST.  
Dec. 5 Modernized musical version of the Cinderella story presented by Leonard Sillman. Cast includes Florence Desmond, Leila Ernst, Edward Dew and Joe Besser. Directed by Eugene Bryden. Costumes: Kathryn Kuhn. Publicity: Dorothy Ross, BR. 9-5906.



## FASHION JOBS

### JOBS WANTED

FASHION COORDINATOR. Experienced in radio broadcasting, store fashion promotion, publicity; writer, lecturer, women's fashions. Box JW-1

FASHION EDITOR, newspaper and public relations experience; currently published in leading fashion magazines. Interested in change. Box JW-2

FASHION DIRECTOR, with retail store and wholesale textile exp., sales promotion, publ. rel. and fashion show production, desires N.Y. connection. Box JW-3

FASHION COMMENTATOR. 8 yrs. exp. as radion fashion commentator for fashion shows by largest Boston stores. Ruth Moss Taylor, 190 Sixth Ave., LA. 4-1200

YOUNG DESIGNER (Male) wants connection with high-style house. Formerly attached to 5th Ave. firm. Excellent educational background. Box JW-4

FASHION PUBLICITY. Magazine or agency work. Experience with fashion trade publication, background of feature writing, copy work, etc. Box JW-5

FASHION ADVERTISING OR PUBLICITY. Young (24 yrs) woman with newspaper experience desires position with future. Shirlee Levine, 1908 62nd St., Bklyn, BE. 6-7814

EXEC. SEC'Y, able handle public relations in fashion field. 3 yrs. commercial exp; 1 yr. fashion mag; college. Miss Muriel Neufeld, 376 58th St., Bklyn.

### JOBS AVAILABLE

ADVERTISING ASSISTANT to write promotion, publicity releases, direct mail pieces, supervise photography. Prefer retail and/or textile experience. EL. 5-3998

MODELS, age 24-30, attractive, modeling background, for teaching position in school: \$75; also 6-9 P.M.: \$40. Rapid advancement. Details. Box JA-1

AMBITIOUS CAREER GIRL, for executive post; fashion, radio, magazine or cosmetic background. Hard work, top opportunity. Details. Box JA-2

EXCEPTIONALLY BRILLIANT WRITER on fashions offered opportunity to become associated with outstanding public relations organization. Box JA-3

EXPERIENCED, BRIGHT, CREATIVE, ENERGETIC BUYER for one of the smartest shops in New York. Should know the accessory market. Box JA-4

WHEN CONTACTING A BOX NUMBER,  
PLEASE REFER TO THAT NUMBER,  
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44 West 52 Street  
New York 19, N.Y.  
(EL. 5-3998)